IN THE UNITED STATES PATENT AND TRADEMARK OFFICE TRADEMARK TRIAL AND APPEAL BOARD

AUTO ACUITY, LLC

Petitioner,

VS.

RODMAN, LINDA

Registrant.

Case No. Cancellation No. 92045710

REGISTRANT'S REPLY IN SUPPORT OF ITS MOTION TO DISMISS

As stated in Registrant's opening brief, the Supreme Court has established that "standing" requires that a petitioner is suffering an "injury in fact" which must be "actual or imminent, not conjectural or hypothetical." *Bennett v. Spear*, 520 U.S. 154, 167 (1997) An allegation of future damage is typically based on an allegation of likelihood of confusion between the registered mark and petitioner's mark. *Lipton Industries, Inc. v. Ralston Purina Co.*, 670 F.2d 1024, 1029 (C.C.P.A. 1982) Further, the question of standing is determined by the allegation in its complaint. *Id.* at 1027-1028.

Petitioner does not dispute the foregoing principles. Rather because it is asserting genericness of the registered mark, Petitioner asserts that standing is established if it pleads that it is entitled to use the term in commerce and is therefore harmed by the exclusive rights claimed by Registrant. (Pet. Opp. at 2) In support for this contention, Petitioner cites *Lipton* and *Plyboo America v. Smith & Fong*, 51 U.S.P.Q. 2d 1633 (TTAB 1999). However, *Lipton* involves a case where the petitioner's application was rejected based on the subject registration and the petitioner claimed that the mark which was the subject of the registration had been abandoned. There is no discussion in *Lipton* concerning the standard of proof for standing where the alleged challenge of the registration is genericness and the petitioner's application has been allowed as in the present case. In contrast to *Lipton*, *Plyboo* does deal with standing when the challenge to the registration

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is genericness or mere descriptiveness. In that case, the Board cited McCarthy on Trademarks for the principle that:

Standing to oppose [on the ground of mere descriptiveness] is presumed when the mark sought to be registered is allegedly descriptive and the opposer is one who has a sufficient interest in using the descriptive term in his business. . . . However, at the minimum, it is necessary for opposer to prove that it is engaged in the sale of goods of which the applied-for mark is allegedly descriptive. . . . that is, one has standing to oppose on the basis of alleged descriptiveness if one has a present or prospective right to use the term descriptively in its business.

Id. at 1634 n.5 (emphasis added)

In the present case, Petitioner states that it "has a pending application for the mark GET DUBS (Serial No. 78/589,728) for "automobile parts and accessories. . ." These were the goods identified in Petitioner's application as filed. However, the identification of goods was amended to:

Automobile parts and accessories, namely license plate frames, roof racks, windshield sunshades, mudguards, door handles seat cushions and covers, and automobile mirror accessories, namely, inside and outside mirrors, remote mirrors, day-night twist mirrors, mirror covers, mirror mounting brackets, mirror installation kits, auto-dimming mirrors, and mirrors enhanced by electric lights.

Notably, Petitioner did not include "vehicle wheels" in its delineation of automobile parts and accessories. Thus, Petitioner's application which was filed based on an intent to use the mark did not disclose an intent to use the mark on vehicle wheels in competition with Registrant. Nor does Petitioner's application indicate that Petitioner intends to use the word DUBS descriptively since Petitioner did not disclaim the word in its application and there is no

indication in the Petition For Cancellation that Petitioner uses or intends to use the word DUBS descriptively. Therefore, Petitioner does <u>not</u> have standing to challenge Registrant's registration based on the principle enunciated in *Plyboo* cited above.¹

In view of the foregoing, Petitioner does not have standing because its pleading does not show that it has a personal interest in the existence of Registrant's registration beyond that of the general public -- that is, Petitioner does not have a real interest in this proceeding. *See Lipton*, 670 F.2d at 1028.

DATED: July 19, 2006

Respectfully submitted,

Edward R. Schwartz

CHRISTIE, PARKER & HALE, LLP 350 West Colorado Blvd., Suite 500 Post Office Box 7068 Pasadena, California 91109-7068

Phn: (626) 795-9900 Fax: 626-577-8800

Attorneys for Registrant, Rodman, Linda

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Since Petitioner does not have standing to challenge Registrant's registration for DUBS, it is not necessary to address Petitioner's proffered proofs in support of its position. Nevertheless, Registrant notes that the DUB-branded wheels of Petitioner's exclusive licensor, Mobile Hi-Tech Wheels, are the subject of many of the Google hits attached as Exhibit A to Petitioner's brief and the wheels shown on e-Bay, Exhibit C to the Petition. The printout from wheeldealersdirect.com, Exhibit B to Petitioner's brief, shows Mobile Hi-Tech Wheels' line of DUB brand wheels. See Cincotta Declaration, attached hereto as Exhibit A, ¶¶ 2-4, Exhibits 1-2. Further, contrary to Petitioner's speculation, Exhibit C to Petitioner's brief is a label which was attached to the packaging for MHT's DUBS branded wheel (See Cincotta Declaration, ¶ 5) and therefore was a proper specimen. See TMEP § 904.04(a) ("[W]hen the trademark is applied to . . . the container for the goods by means of labels, a label is an acceptable specimen.")

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE TRADEMARK TRIAL AND APPEAL BOARD

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Case No. Cancellation No. 92045710

Petitioner,

DECLARATION OF ANTHONY

vs.

RODMAN, LINDA

Registrant.

Anthony Cincotta states:

- 1. I am vice president of Mobile Hi-Tech Wheels ("MHT") of La Palma, California. I make this declaration based on personal knowledge and could competently testify to the facts stated herein if called upon to do so.
- 2. MHT is in the business of designing and distributing after-market chrome-plated vehicle wheels which are distributed throughout the United States. MHT was granted the exclusive license of the mark DUBS for vehicle wheels by Linda Rodman, the registrant of the mark. This license is in full force and effect.
- 3. One of MHT's lines of vehicle wheels is named DUB and MHT extensively uses the trademarks DUB and DUBS in connection with their wheels. Many of the wheels referred to on the Google hits attached to Petitioner's brief as Exhibit A in fact refer to MHT's DUB wheels. This is also true of the DUB wheels identified on the printout from e-Bay attached as part of Exhibit C to Petitioner's opposition brief. A print-out from some of the referenced web sites is attached hereto as Exhibit 1.
- 4. The print out from wheeldealersdirect.com which is attached as Exhibit B to Petitioner's opposition brief shows MHT's line of DUB wheels. A print out from MHT's web site concerning these wheels is attached hereto as Exhibit 2.

5. The specimen which was submitted as a specimen in support of Linda Rodman's application to register DUBS was a label which MHT attaches to the packaging for one of its DUBS branded wheels.

Sworn to under the penalty of perjury this 19th day of July 2006 in La Palma, California

Anthony Cincotta

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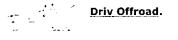
Alba.



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Nissan 350Z 19x8.5 front, 19x9.5 rear Nissan 350Z

19x9.5 front, 19x10.5 rear

Infiniti G35 Coupe 19x8.5 front, 19x9.5

rear
Infiniti G35 Coupe

19x9.5 front, 19x10.5 rear 19" Axis Hiro

<= 22 inch Chrome Rims: Chevy Silverado 1999-, Suburban 2000-

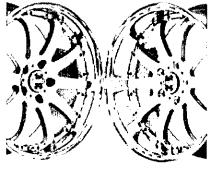


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Axis Decade with
Maxis Lip - A bigger lip
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that can not take a
staggered rim to get the
staggered look. Both the
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Axis Maxis Lip System,
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Trucks/SUV's
20x8.5, 22x9.5, 24x10,
26x10



Big Homie Passenger Cars 18x7.5, 18x8.5, 20x8.5, 22x9.5



Big Hoi Trucks/SI 20x9, 22x10, 26x1(



Big Homie 8 Lug <u>Trucks/SUV's</u> 22x10, 24x10, 26x10



Blessinem
Passenger Cars
22x9.5



Blessin Trucks/Sl 22x9.5, 24



C.R.E.A.M. Floater

Passenger Cars
20x8.5, 22x9.5

Trucks/SUV's
22x9.5, 24x10, 25x12,
26x10



<u>C.R.E.A.M. - Black</u> <u>Trucks/SUV's</u> 22x9.5, 24x10, 26x10



C.R.E.A Trucks/S1 22x9.5, 24x11



Condo Trucks/SUV's 22x9.5, 24x10, 25x12, 26x10



<u>Dirty Dog 5 Lug</u> <u>Trucks/SUV's</u> 18x8.5, 19x8.5, 20x8.5, 22x9.5, 22x10.5



Dirty Dog Trucks/Sl 22x9.5, 24



Esinem Floater
Passenger Cars
18x7, 18x8.5, 20x8.5,
22x9.5
Trucks/SUV's
22x9.5, 24x10, 25x12,
26x10



Joker Spinner
Passenger Cars
22x9.5



Esinem Floater
Passenger Cars
18x7, 18x8.5, 20x8.5,
22x9.5
Trucks/SUV's
22x9.5, 24x10, 25x12,
26x10



Joker Spinner Trucks/SUV's 22x9.5, 24x10, 26x10



Esinem Passenger 18x8.5, 20x8.: Trucks/Sl 20x9, 22x10, 26x10



<u>Moał</u> <u>Trucks/S</u>l 22x10, 24x1(



Remix Passenger Cars 18x7.5, 18x8.5, 20x8.5 Trucks/SUV's 20x9, 22x10, 24x10



Remix Passenger Cars 18x7.5, 18x8.5, 20x8.5 Trucks/SUV's 20x9, 22x10, 24x10



Shaolin St Passenger 22x9.: Trucks/Sl 22x9.5, 24



Shoreline
Passenger Cars
16x7, 19x8, 20x8.5,
20x9.5, 22x9.5
Trucks/SUV's
24x10



Spine Spinner
Passenger Cars
20x8.5, 22x9.5
Trucks/SUV's
22x9.5, 24x10, 25x12



Spine 1 Passenger 20x8.: Trucks/Sl 22x10, 24



Trump Spinner
Passenger Cars
18x7, 18x8.5, 19x7.5,
19x8, 20x8.5, 22x9.5
Trucks/SUV's
22x9.5, 24x10, 25x12,
26x10



Trump 1 pc Passenger Cars 16x7, 18x8.5, 20x8.5, 20x9.5, 22x9.5 Trucks/SUV's 22x9.5, 24x10



X-Wai Trucks/SI 20x9, 22x10

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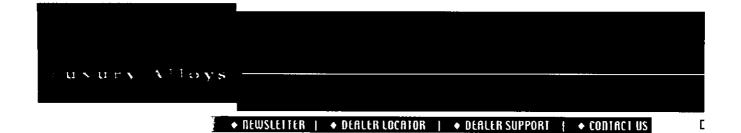
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Sploater (splot-er) n.
A wheel center that appears to float and the grooved lip spin

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MHT Wheels Inc.: DUB Page 1 of 2



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- · Blessinem (Car)
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- · C.R.E.A.M. Black
- · C.R.E.A.M. Floater Car
- · C.R.E.A.M. II
- · C.R.E.A.M. SUV/TRK
- · Condo
- · Dirty Dog 5Lug
- · Dirty Dog 6Lug
- · Esinem 1-pc Car
- · Esinem 1-pc Truck/SUV
- · Esinem Floater Black
- · Esinem Floater Chrome
- · EsinemSL Spinner
- · Ganja Floater
- · Joker Spinner
- · Joker Spinner SUV/Truck
- Mogul
- · Mogul 30"
- · Mogul Car
- Remix
- · Remix (Car / Chrome)
- · Shaolin Spinner
- · Shoreline (CAR)
- · Shoreline (Truck/SUV)
- · Spine 1-pc
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Bellagio Spinner



Big Homie (CAR)



Big Homie 8 Lug



Blessinem



Blessinem (Car)



C.R.E.A.M.



C.R.E.A.M. Floater Car



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Dirty Dog 5Lug



Dirty Dog 6Lug



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Mogul Car



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Remix (Car / Chrome)



Shoreline (CAR)



Shoreline (Truck/SUV)



Spine 1-pc



Taboo Sploater



Trump Spinner



Voodoo Sploater

CERTIFICATE OF MAILING AND SERVICE

I certify that on July 20, 2006, the foregoing **REGISTRANT'S REPLY IN SUPPORT**OF ITS MOTION TO DISMISS is being Express Mail addressed to:

Commissioner for Trademarks P.O. Box 1451 Alexandria, VA 22313-1451

It is further certified that on July 20, 2006, the foregoing **REGISTRANT'S REPLY IN SUPPORT OF ITS MOTION TO DISMISS** is being served by mailing a copy thereof by U.S.
Mail, first class, postage prepaid, addressed to:

Tsan Abrahamson, Esq. Sophie Cohen, Esq. Cobalt, LLP 819 Bancroft Way Berkley, CA 94710

By

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